



White Oak Marketing and Communications Plan

*Special Presentation for
Nancy Navarro and Tom Hucker*

Sharp & Company
February 28, 2019

Introduction

- The White Oak Implementation Coordinator, in the Offices of the County Executive, has procured the development of a clear, actionable, scalable communications and marketing plan that addresses all the key audiences interested in the White Oak Science Gateway Master Plan and shapes communications about the plan over a period of time.
- Sharp & Company
 - Shelley Johnson
 - Mary Arzt

Communications & Marketing Plan Tasks

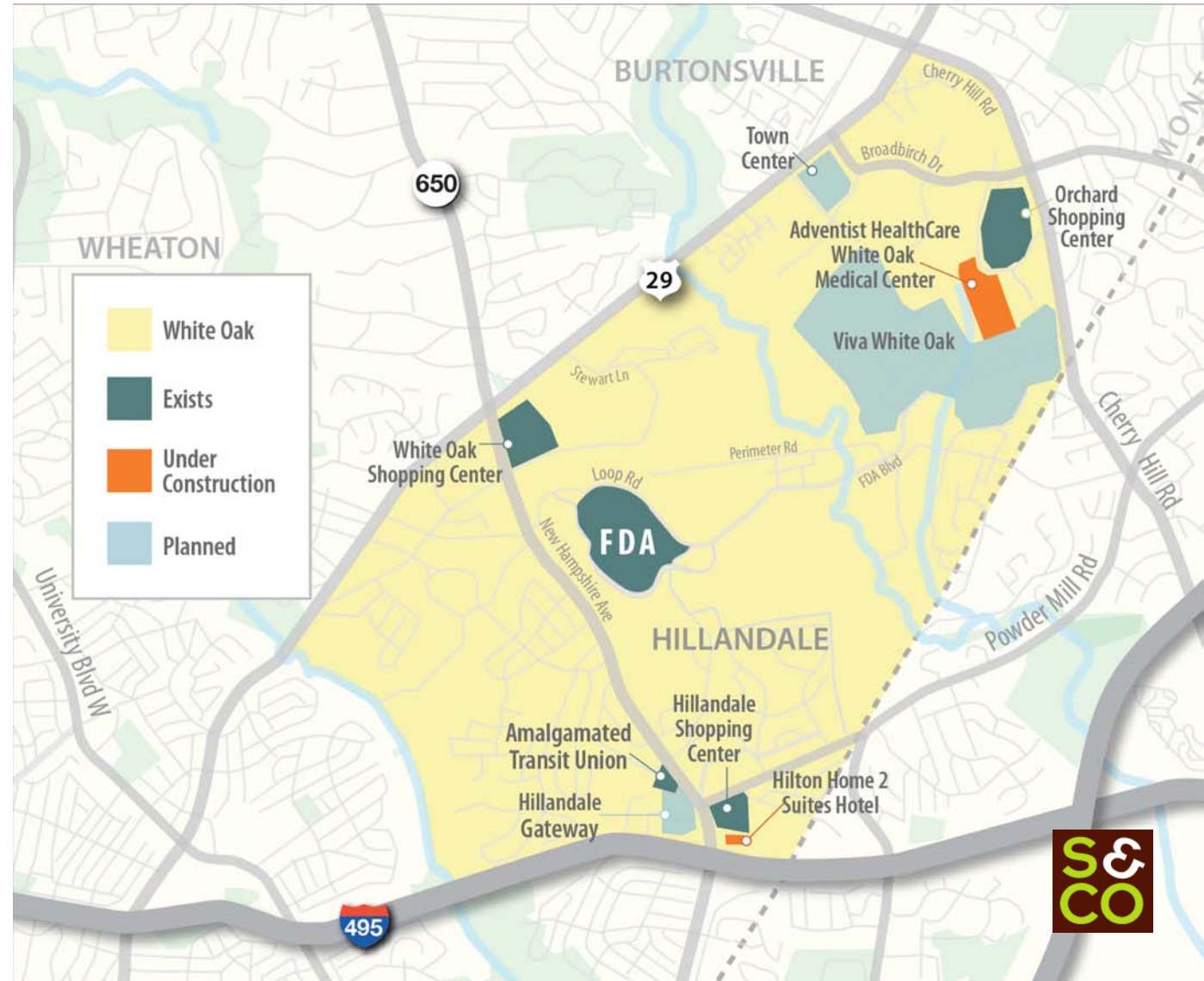
1. Conduct a critical analysis of what is being communicated about White Oak and by whom
2. Identify opportunities and challenges, based upon critical analysis
3. Identify goals and objectives of future communications
4. Identify key audiences and prioritization: who we want to reach and engage
5. Recommend communications tools and strategies, including media pitches, stories and narratives, social media strategy, crisis communications
6. Develop a variety of key themes and message frames
7. Outline a timeline for implementation and a mechanism to evaluate implementation
8. Develop branding message
9. Design website, logo and visuals
10. Propose community outreach events

Research to Date

- Site visits (*neighborhoods, shopping centers, FDA*)
- Facebook/Instagram promoted survey, 1207 responses
- Meeting with community members
- Review of news stories
- Police/crime report
- Meeting with business community

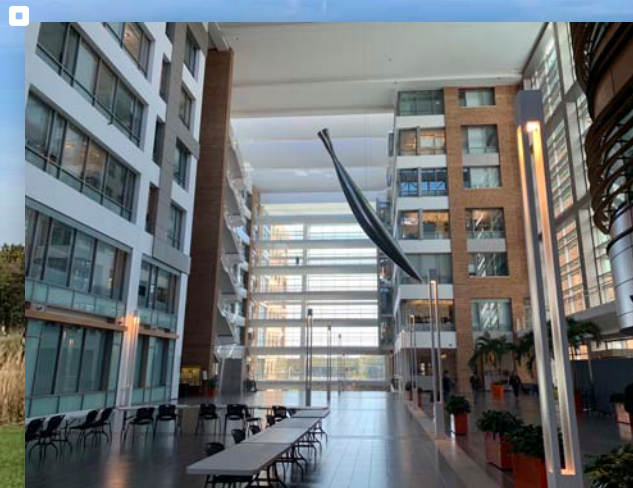
Site Visits

- Burnt Mills and Hillandale Neighborhoods
- Shopping centers
- Area restaurants
- FDA



Site Visits—FDA

As one of the area's greatest strengths, FDA brings thousands of employees and visitors to its campus. Currently, a majority of these individuals don't use the services available in White Oak. Sharp & Company proposes a robust marketing campaign geared specifically to this "captive audience" encouraging them to forge a relationship with the business, retail, and entertainment communities in White Oak and contribute to their success.



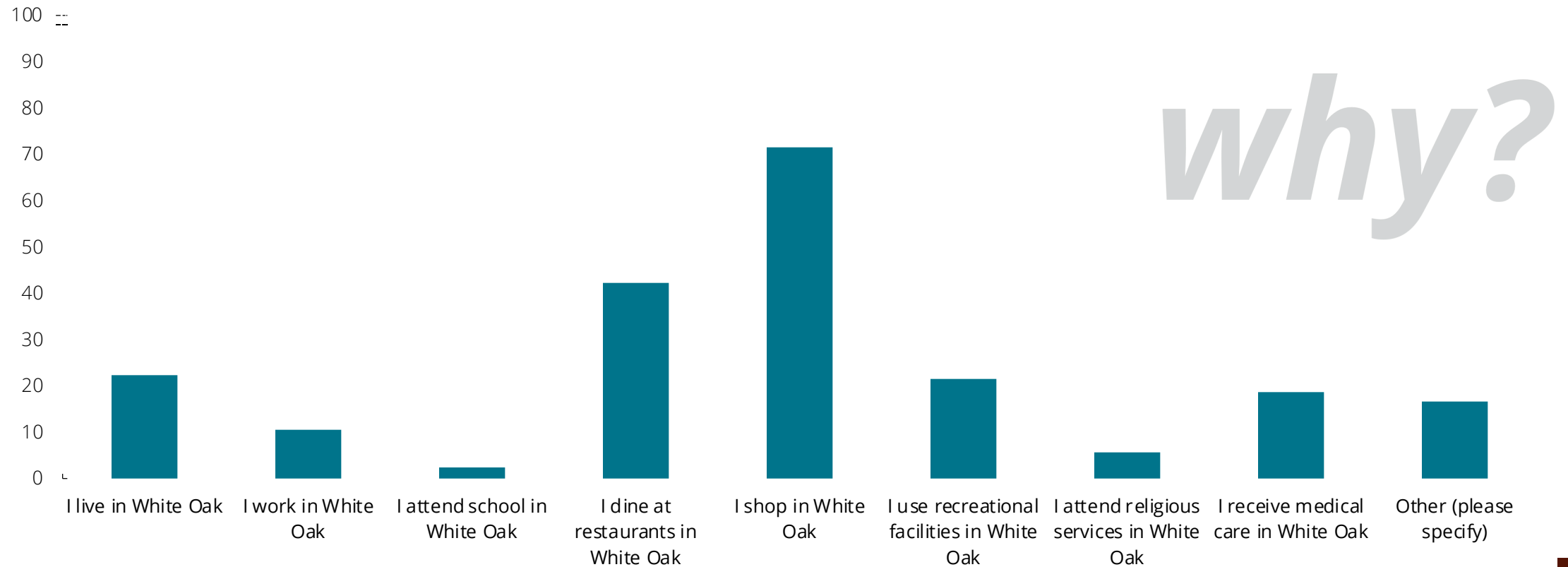
White Oak Survey Results Overview

Sharp & Company identified the need for an initial survey to gather public input from residents in Montgomery and Prince George's County. The survey was developed by Sharp & Company and went live on October 15 via the Friends of White Oak Facebook page, concluding on October 26. A total of **1207 individuals completed the survey**. The survey consisted of 16 multiple choice questions with the opportunity to write in answers for specific questions.

Survey Highlight

Question 3: **Why do you visit White Oak?**

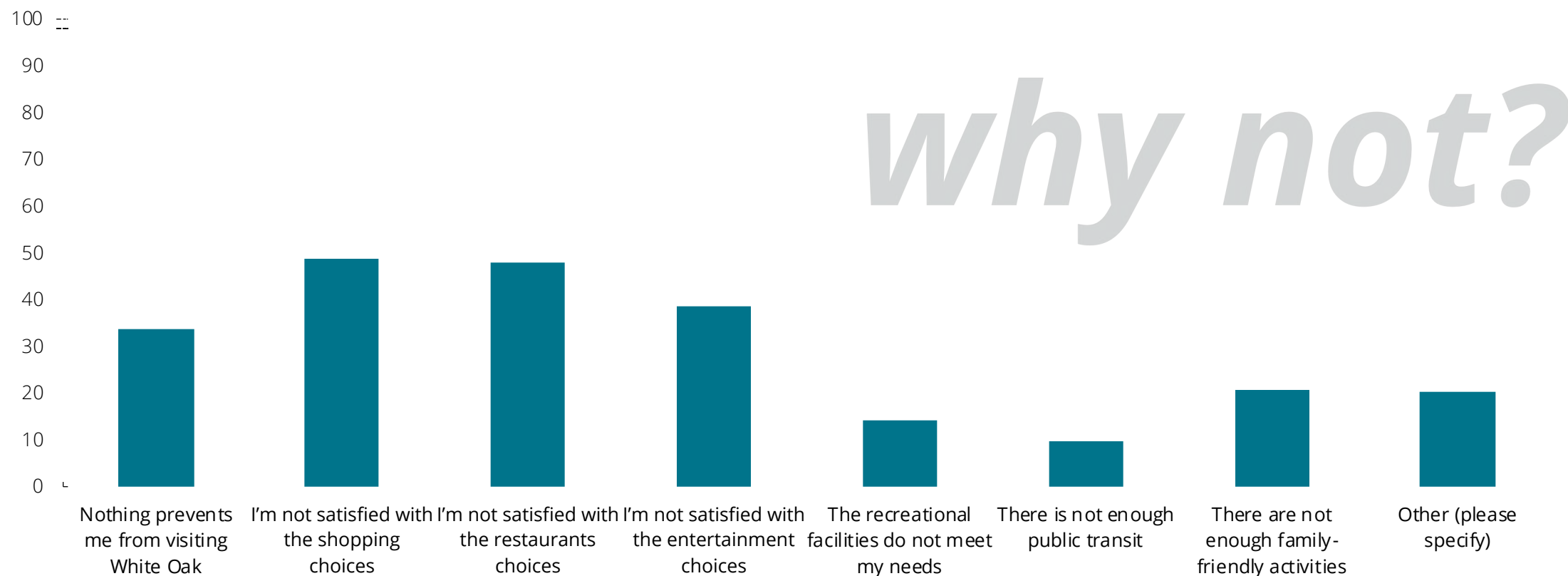
(Check all that apply)



Survey Highlight

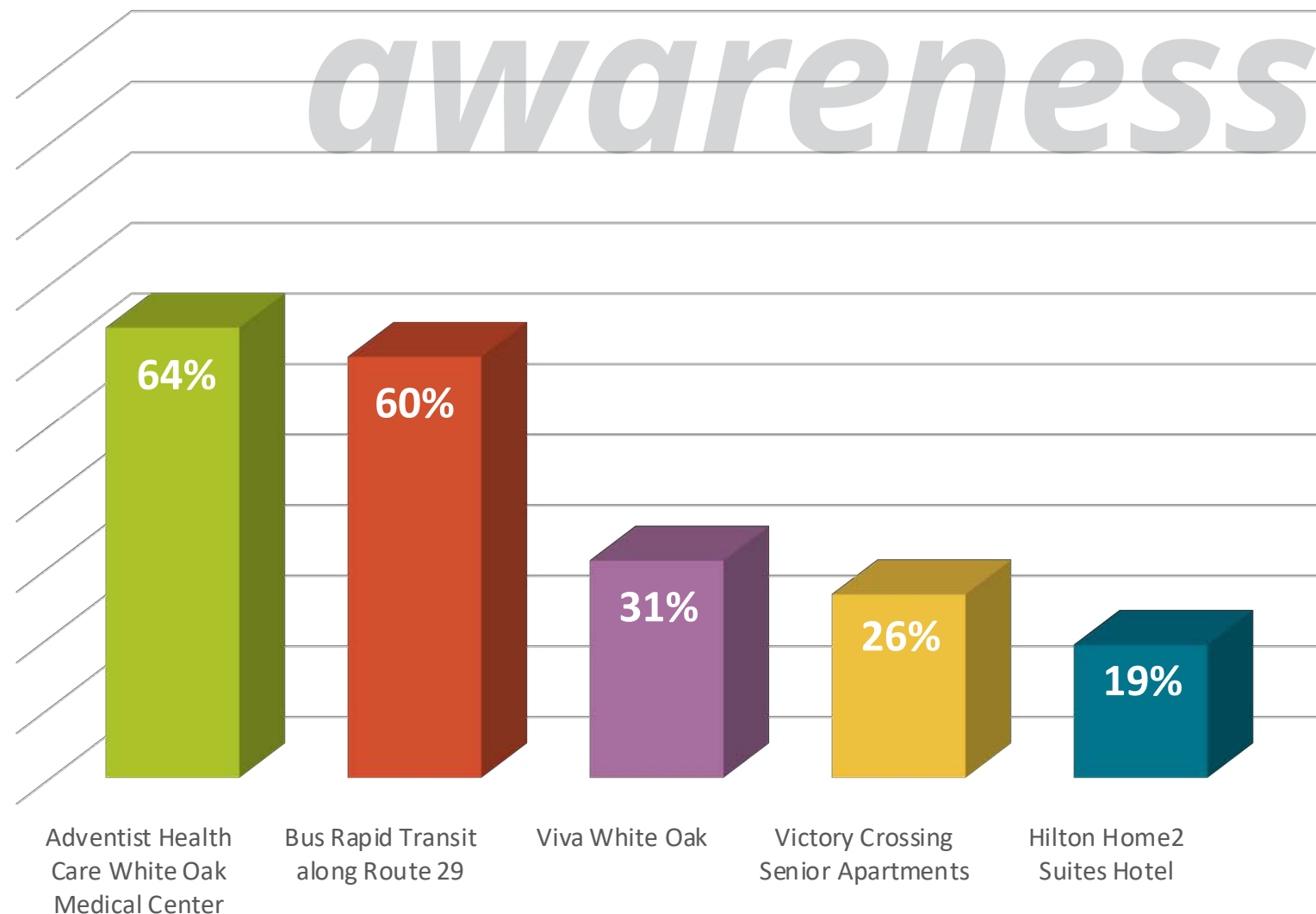
Question 5: **What prevents you from visiting White Oak more often?**

(Check all that apply)



Survey Highlight

- Are you aware of the following brand new features coming to White Oak?



Crime Report Highlights

From the findings in the 2017 Annual Report, **perception of a higher crime rate** in the White Oak district compared to other areas in the County appears to be **somewhat accurate**.

- The 3rd District Silver Spring reported the highest number of overall offenses with 12,272, as compared to 11,372 in 4th District Wheaton, 10,247 in 6th District Gaithersburg, 7,435 in 2nd District Bethesda, 7,037 in 1st District Rockville, and 7,023 in 5th District Germantown.
- As compared to the 2017 lowest overall crime report district, Germantown, Silver Spring had a 21% higher rate in “crime against a person,” 57% higher rate in “crime against property,” 116% higher rate in “crime against society,” and 90% higher rate in “group B offenses.” Comparisons to other districts are highlighted in the chart that starts on page 20.

Crime Report Highlights (cont.)

Improvement has begun

Even though the 3rd District does report higher crime rates as compared to other districts, the good news is that the area has made notable improvements.

Overall, Montgomery County reported an *increase* from 2016 to 2017 in **total offenses** by 0.93%; the **3rd District reported a *decrease* by 1.6%**. While all of Montgomery County has decreased crime against a person by 0.40% in 2017, the **3rd District has *reduced* it by a notable 10.5%**. Similarly, while Montgomery County has reduced group B offenses by 1.95%, the **3rd District has *reduced* the category by 4.4%**.

Meeting with Community Members

- Many of their comments mirrored the sentiments of the survey

ditto

Review of news stories

- Not a lot out there
- Mostly negative stories
- Positive stories aren't getting enough coverage

tell the story



It all boils down to

- Shopping/Dining Experiences
- Safety/Crime
- Families/Schools

*what
matters
most*

How are we changing perceptions? (*Phase 1*)

- Consistent positive media stories
- Market to the FDA (*big opportunity*)
- Family-friendly events
- Branding and web presence

Consistent positive media stories

- Increase awareness of existing amenities available in White Oak
- Announce new developments, businesses, restaurants, retailers, events, etc.
- Make it known what improvements are coming to the local schools
- Promote crime reduction efforts and positive results

Market to the FDA (*big opportunity*)

- Reach a captive audience of 18,000 people who work at White Oak campus
- Increase awareness of nearby amenities, existing and planned
- Seek opportunities to develop long-term relationships with this group
 - Special promotions or discounts to FDA workers
 - Pick up and delivery of goods and services

Family-Friendly Events

- Collaborate with shopping and dining providers to organize community events (block parties, taste of White Oak, festivals, craft shows)
- Opportunity to introduce new audiences to your products and services
- Benefit from additional event traffic coming through White Oak
- Benefit from free exposure through event promotions

Branding Options



Branding Sneak Peek



Branding Sneak Peek



Branding Sneak Peek



Branding Sneak Peek



FOR IMMEDIATE RELEASE

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MAIN HEADLINE OF PRESS RELEASE *Subheader, if any*

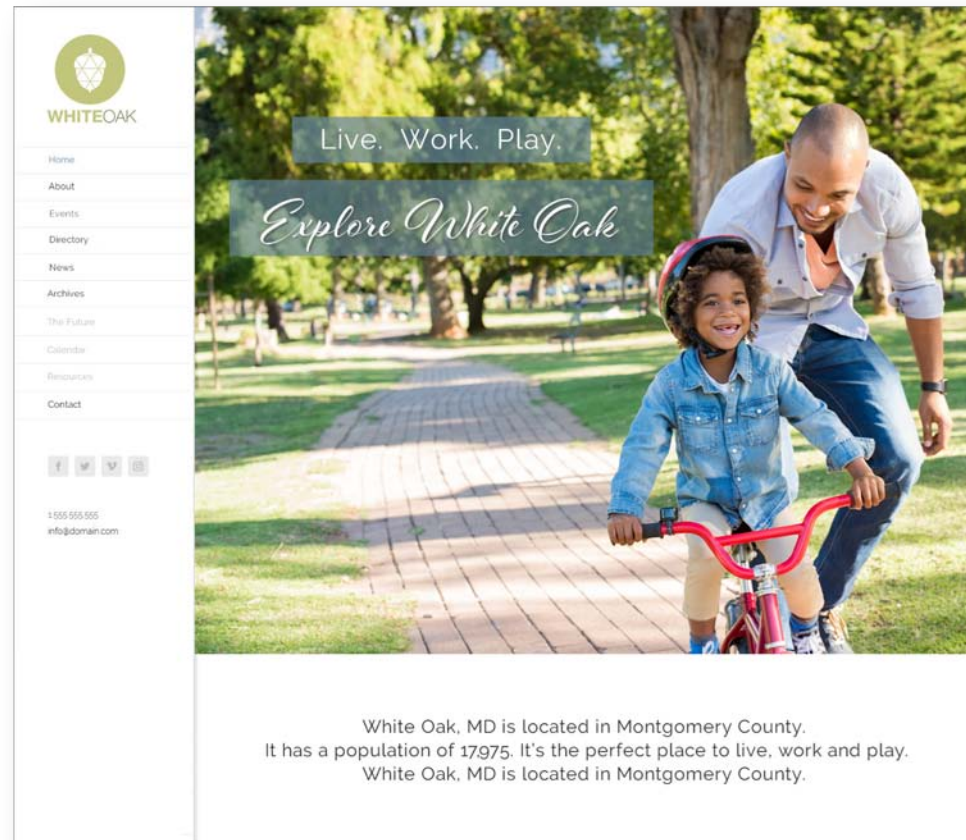
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Sample Website Homepages

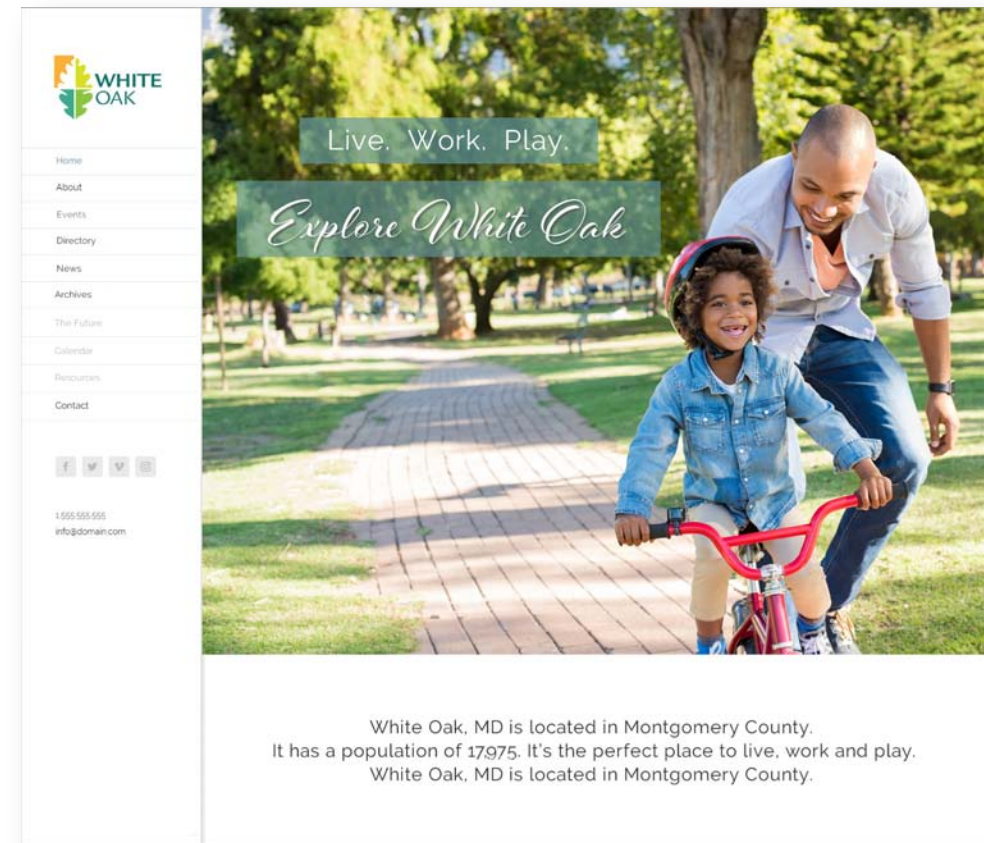
These are design options we are considering for the new website - to be replaced with new professional photography of the White Oak community.



Visit www.tinyurl.com/scowhiteoak to view entire sample homepage design drafts.

Sample Website Homepages

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Visit www.tinyurl.com/scowhiteoak to view entire sample homepage design drafts.

What about a White Oak mascot?



Cost Options

Option 1

- Quarterly White Oak Wednesday events for local businesses at the FDA
- Average of one press releases per month
 - Traditional media
- Partner with Viva White Oak, Adventist Hospital, and others to create one family-friendly activity and entertainment for the community
- Quarterly web updates and maintenance
- Participate in already scheduled events such as White Oak Day

Cost: \$100,000 - \$125,000 a year

Cost Options

Option 2

- Monthly White Oak Wednesday events for local businesses at the FDA
- Average of two press releases per month
 - Traditional media
 - Local bloggers (foodie blogs, etc.)
- Ongoing monthly web updates and maintenance
- Host one large scale event (centered around food) in summer with an appearance from our mascot
- Partner with Viva White Oak, Adventist Hospital, and others to create up to five family-friendly activities and entertainment for the community
- Create paid promoted social media posts and regular social media content
- Finalize, purchase, and install branded White Oak signage

Cost Range: \$125,000 - \$250,000 a year

Cost Options

Option 3

- Weekly White Oak Wednesday events for local businesses at the FDA
- Average of three press releases per month
 - Traditional media
 - Local bloggers (foodie blogs, etc.)
- Ongoing web updates and maintenance
- Partner with Viva White Oak, Adventist Hospital, and others to create up to ten family-friendly activities and entertainment for the community
- Continuous paid promoted social media posts and regular social media content
- Finalize, purchase, and install branded White Oak signage
- Host three large scale events in spring, summer, and fall with an appearance from our mascot
- Paid media to promote White Oak (TV, Radio, Traditional Media)

Cost: \$250,000 - \$500,000 a year

Option 2: Year One Proposed Timeline

Tasks	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
FDA White Oak Wednesdays													
Develop partnership with FDA and coordinate logistics													
Monthly White Oak Wednesdays													
Public Relations													
Two press releases per month													
Website													
Ongoing web updates and maintenance													
Events													
Coordinate and plan for one large scale foodie event, create mascot													
Hold event													
Coordinate and plan for five family friendly local activities													
Hold five family friendly activities													
Social Media													
Create and post social media													
Placemaking													
Finalize branding, create signage artwork, research, purchase signage													
Signage is installed and visible													

Why White Oak now?

- Location. Location. Location.
- The support of so many stakeholders:
 - Current residents
 - Businesses
 - Developers
 - Non-profits
 - Viva White Oak
 - Everyone!
- Fulfillment of the White Oak Master Plan you championed
- Great community success story waiting to happen!



Thank you.